

PRESS RELEASE



BETTING PROMOTION

Betting Promotion: Jonas Ornstein appointed CEO

Malmö, Sweden, 2012-12-21 15:00 CET (GLOBE NEWSWIRE) --

According to the previous press release, Jonas Ornstein has been appointed acting CEO. Ornstein is now appointed CEO, as of January 1, 2013.

Since the Annual General Meeting 2010, Jonas Ornstein, born in 1959, is a Board Member of Betting Promotion Sweden AB (publ). Ornstein is an IT entrepreneur and one of the original founders of Betting Promotion. He developed the first version of Betting Promotion's software for odds-setting and risk management. Ornstein has broad experience in the gaming industry in Europe and Asia, within the areas of sports betting, poker, Asian card game and lotto. Other industries in which Ornstein has working experience, are, inter alia, telecommunication, the pharmaceutical industry, the energy industry and algorithmic trading in securities. Ornstein owns approximately 7 percent of the shares of Betting Promotion.

- I am very pleased with the appointment of Jonas Ornstein as CEO and I believe he is the right person to manage Betting Promotion, says Greg Dingizian, Chairman of the Board.

Malmö, December 21, 2012

For further information, please contact:

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Certified Adviser:

The Company's Certified Adviser is Sedermera Fondkommission AB.

Betting Promotion Sweden AB (publ) is the holding company for operating subsidiaries. Betting Promotion puts the odds and acts as market maker on sporting events. Games are handled both before the match and during the match, so called live betting. Since 2003, Betting Promotion has been a market maker at the world's leading betting exchanges. The trade is done automatically and is thus meant to be both effective and stable. Betting Promotion also offers odds to bookmakers.